



GENESYS CLOUD - LARGE NORTH AMERICAN MIDSTREAMER (OIL AND NGLS)

This is a success story from an industry-leading midstream service provider that offers logistics services for crude oil, natural gas liquids (NGL) and natural gas. The Canadian and American Divisions chose Genesys Cloud CX as their contact centre platform to meet the challenges of their two IT Service Desks, as well as meeting the new direction of consolidating this service to function as one.

LARGE NORTH AMERICAN MIDSTREAM ENERGY COMPANY – IT SERVICE DESK

The Canadian Division is based in Calgary, Alberta while the American Division is based in Houston, Texas. The two entities have operated separately since the beginning. However, the possibility of convergence and its benefits were reviewed due to market conditions at the time. As such, converging the IT Service Desks and IT teams cross-border was a natural place to start. The IT Service Desk provides a wide range of services, ranging from handling questions or problems with hardware and software to resolving user access and connectivity issues.

CHALLENGE

The Canadian Division and the American Division were using different contact centre platform technologies. Being on different platforms meant that during high call volumes, overflow to the other centre was not possible, and neither was a seamless failover in the event of an incident. IT Service Desk unification across two locations also required operational visibility into call volumes, caller intent, agent on-queue, and other metrics. Other capabilities such as listening in on an active conversation was not available with their current tool.

In addition, their contact centre platforms were not designed nor built for computer telephony integration. As such, IT Service Desk agents had to manually open applications, search for caller profile or incidents, or enter caller information even though these simple actions can be programmed and automated to allow agents to focus primarily on resolving the reason for the call. Therefore, integration with the IT ticketing system, ServiceNow - an enterprise communication and collaboration tool - MS Teams, and a data visualization tool, PowerBI, were required points of integration.

As the COVID-19 pandemic came into full swing, another limitation of the current platform became apparent. It was inaccessible remotely, and agents had to go into the office buildings to answer calls.

The technological limitations of their outdated platforms led to research for a simple, easy-to-use, cloud-based solution that could virtually unify the two geographically distributed IT Service Desks.

RESULTS

Tykans successfully deployed Genesys Cloud CX for both the Canadian and American Division's IT Service Desks. The new converged Service Desk was created with a new phone number. Programmatically, all calls are routed to the appropriate geo-located Service Desk based on their phone number and/or account membership in Active Directory. Each Service Desk is setup with a call flow that expands to the other's Service Desk to accommodate high call volumes, whereby the other location's agents act as an expanded workforce pool. Supervisors can now adjust functionality and settings on demand without impacting callers, as well as listen in on active conversations.

Integration with key pertinent applications frees up agents from repeatedly performing manual steps such as creating a new ticket with the caller's basic information or searching for recent ticket. This is now automated. Integration with PowerBI gave both Divisions the ability to pull data into their corporate data visualization tool, to create custom reports incorporating contact centre data and other enterprise data.

Finally, the ability to provide service from anywhere has offered everyone the flexibility of working safely from home or other remote location.

Genesys Cloud CX offers the full range of capabilities that this important North American Midstreamer needed to solve immediate needs while supporting the next phase of their evolution.